



# TECHNICAL ASSISTANCE: FOUNDATIONS OF PROPOSAL WRITING

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Office of Minority Health Resource Center  
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# OFFICE OF MINORITY HEALTH RESOURCE CENTER

Dedicated to improving the health of racial and ethnic minority populations

The Office of Minority Health Resource Center is a one-stop portal for minority health literature, research and referrals for consumers, community organizations and health professionals. As the nation's largest repository of information on health issues specific to African Americans, American Indians and Alaska Natives, Asian Americans, Hispanics, Native Hawaiians and Pacific Islanders, the Resource Center offers a variety of information resources, from access to online document collections to database searches to customized responses to requests for information and assistance.

- Information Services
- Communications and Campaigns
- Knowledge Center
- Technical Assistance



# TRAINING OBJECTIVES

- Identify key steps to apply for federal grants
- Review the critical elements of proposals and grants
- Discuss strategies related to federal competitions

# COMMON ACRONYMS

Acronym	Full Spelling	Acronym	Full Spelling
FOA	Funding Opportunity Announcement	EIN	Employer Identification Number
RFA	Request for Application	TIN	Taxpayer Identification Number
RFQ	Request for Quotation	DUNS	Dun and Bradstreet (D&B) Data Universal Number System
RFP	Request for Proposal	SAM	System for Award Management
LOI	Letter of Intent	NAICS	North American Industry Classification System
CBO	Community Based Organization	AOR	Authorized Organizational Representative
FBO	Faith Based Organization	E-Biz POC	E-Biz Point of Contact
MOU	Memorandum of Understanding	FTE	Full-Time Equivalent

# | TYPES OF FEDERAL FUNDING

- Grants are given to organizations for stated purposes or activities to be carried out without substantial sponsor involvement.
- Cooperative agreements provide assistance and establish relationships between organizations and the sponsors, in which both parties pursue stated purposes or activities. Substantial sponsor involvement is expected.
- Contracts are purchase arrangements where a government agency "buys" goods or services from an organization or an individual to fulfill the agency's responsibilities.

Part One

# THE FEDERAL CONTRACTING SYSTEM

# APPLYING FOR FEDERAL AWARDS

Basic numbers or registrations your organization needs to have prior to applying for a federal award:

- EIN/TIN
- D-U-N-S Number
- SAM.gov
- grants.gov

# EIN/TIN

Used for federal tax reports/obtained from IRS

IRS

Subscriptions Language Information For...

Search Advanced

Filing Payments Refunds Credits & Deductions News & Events Forms & Pubs Help & Resources for Tax Pros

Corporations  
Partnerships  
International Businesses  
Small Businesses & Self-Employed

Small Business/Self-Employed

- Industries/Professions
- International Taxpayers
- Self-Employed
- Small Business/Self-Employed Home

Small Business/Self-Employed Topics

- A-Z Index
- Forms & Instructions
- Starting a Business
- Deducting Expenses
- Businesses with Employees
- Filing/Paying Taxes
- Post-Filing Issues
- Closing Your Business

Apply for an Employer Identification Number (EIN) Online

Hours of operation: Monday through Friday 7:00 a.m. to 10:00 p.m. Eastern Time

**1 Determine Your Eligibility...**

- You may apply for an EIN online if:

  - You are a U.S. business or U.S. Territories.
  - The person applying online must have a valid Taxpayer Identification Number (SSN, ITIN, EIN).
  - You are limited to one EIN per responsible party per day.

**2 Understand the Online Application...**

- You must complete this application in 15 minutes.
- Your session will expire after 15 minutes of inactivity, and you will need to start over.

**3 Submit Your Application...**

- After all validations are done you will get your EIN immediately upon completion. You can then download, save, and print.

Related Topics

- Privacy Act Statement and Paperwork Reduction Act Notice
- Online EIN: Frequently Asked Questions
- System Requirements
- State and Federal Online Business Registration
- Employer ID Numbers

[http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Apply-for-an-Employer-Identification-Number-\(EIN\)-Online](http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Apply-for-an-Employer-Identification-Number-(EIN)-Online)

Apply Online Now



# D-U-N-S NUMBER

Welcome to the Online DUNS Request Portal

**Begin D-U-N-S Search/  
Request Process**

**About the D&B  
D-U-N-S Number**

**Frequently Asked  
Questions (FAQ)**

**D&B, CCR, Grants  
Contacts**

**D&B's Privacy  
and Data Policy**

**Accessibility**

**Welcome to the D&B D-U-N-S Request Service  
for US Federal Government Contractors and Grantees**

Dun & Bradstreet (D&B) provides a D-U-N-S Number, a unique nine digit identification number, for each physical location of your business.

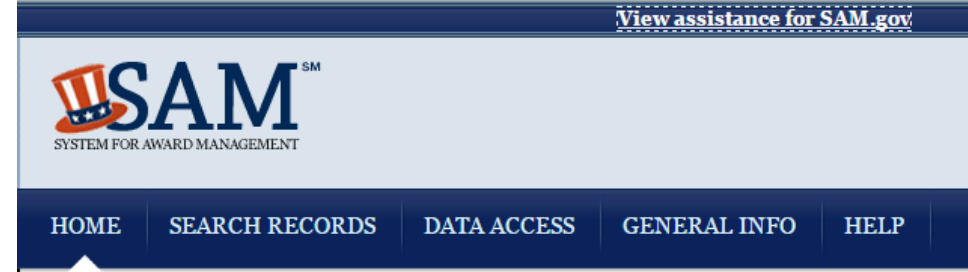
D-U-N-S Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants.

**Click here to request your D-U-N-S Number via the Web.** If one does not exist for your business location, it can be created within 1 business day.

For technical difficulties, contact [govt@dnb.com](mailto:govt@dnb.com)

<http://fedgov.dnb.com/webform>

# REGISTER AT SAM.GOV



Organizations must:

- Register in the System for Award Management: [www.sam.gov](http://www.sam.gov)
- Allow 5 business days for the registration to be processed
- Designate various Points of Contact

After receiving your registration you'll need to wait one day before you can go on [grants.gov](http://grants.gov).

# HELPFUL VIDEOS FOR SAM.GOV



<https://www.youtube.com/watch?v=9VPGVYPvch4>



<https://www.youtube.com/watch?v=luFGM9H0gPI>

# NAICS

You are here: [Census.gov](#) > [Business & Industry](#) > [NAICS](#) > NAICS Search/Tools

## North American Industry Classification System

[Main](#) [History](#) [Development Partners](#) [Federal Register Notices](#) [NAPCS](#) [FAQs](#)

### NAICS Search:

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

2007 NAICS Search

Enter keyword or 2-6 digit code

2002 NAICS Search

### Downloads/Reference Files/Tools

- [2012 NAICS](#)
- [2007 NAICS](#)
- [2002 NAICS](#)
- [1997 NAICS](#)
- [Concordances](#)
- [NAICS Update Process Fact Sheet \[PDF, 37KB\]](#)

### Contact Us

[Email Us: naics@census.gov](mailto:naics@census.gov)



### 2012 NAICS

The following table provides detailed information on the structure of NAICS. Also included, on this page, are downloadable, Excel and text, concordance files for 2012, 2007 and 2002.

Sector	Description
<a href="#">11</a>	Agriculture, Forestry, Fishing and Hunting
<a href="#">21</a>	Mining, Quarrying, and Oil and Gas Extraction
<a href="#">22</a>	Utilities
<a href="#">23</a>	Construction
<a href="#">31-33</a>	Manufacturing
<a href="#">42</a>	Wholesale Trade
<a href="#">44-45</a>	Retail Trade
<a href="#">48-49</a>	Transportation and Warehousing
<a href="#">51</a>	Information
<a href="#">52</a>	Finance and Insurance
<a href="#">53</a>	Real Estate and Rental and Leasing
<a href="#">54</a>	Professional, Scientific, and Technical Services
<a href="#">55</a>	Management of Companies and Enterprises
<a href="#">56</a>	Administrative and Support and Waste Management and Remediation Services
<a href="#">61</a>	Educational Services
<a href="#">62</a>	Health Care and Social Assistance
<a href="#">71</a>	Arts, Entertainment, and Recreation
<a href="#">72</a>	Accommodation and Food Services
<a href="#">81</a>	Other Services (except Public Administration)
<a href="#">92</a>	Public Administration

### Downloadable Files

<https://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2012>

# NAICS

62	Health Care and Social Assistance			
	624	Social Assistance		
		6241	Individual and Family Services	
			62411	Child and Youth Services
				624110 Child and Youth Services
			62412	Services for the Elderly and Persons with Disabilities
				624120 Services for the Elderly and Persons with Disabilities
			62419	Other Individual and Family Services
				624190 Other Individual and Family Services
		6242	Community Food and Housing, and Emergency and Other Relief Services	
			62421	Community Food Services
				624210 Community Food Services
			62422	Community Housing Services
				62422 Community Housing Services

<https://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2012>

# REGISTER AT GRANTS.GOV



The screenshot displays the Grants.gov website interface. At the top, there is a navigation bar with links for 'MANAGE SUBSCRIPTIONS', 'REGISTER', and 'LOGIN'. A search bar is located on the right side of the header. Below the header, a main navigation menu includes 'HOME', 'LEARN GRANTS', 'SEARCH GRANTS', 'APPLICANTS' (which is highlighted), 'GRANTORS', 'SYSTEM-TO-SYSTEM', 'FORMS', 'OUTREACH', and 'SUPPORT'. The breadcrumb trail shows 'GRANTS.GOV > Applicants > Organization Registration'. The main heading is 'ORGANIZATION REGISTRATION'. On the left, there are two sections: 'APPLICANT ACTIONS' with links like 'Apply for Grants' and 'Track My Application', and 'APPLICANT RESOURCES' with links like 'Applicant Eligibility' and 'Organization Registration'. The 'Organization Registration' link is expanded, showing a list of steps: 'STEP 1: Obtain DUNS Number', 'STEP 2: Register with SAM', 'STEP 3: Username & Password', 'STEP 4: AOR Authorization', and 'STEP 5: Track AOR Status'. Below these are links for 'Applicant Tools & Tips', 'Workspace Overview', 'Applicant FAQs', 'Adobe Software Compatibility', 'Submitting UTF-8 Special Characters', and 'Encountering Error Messages'. The main content area features a large image of people walking, followed by the heading 'Registering as an Organization'. The text explains that organizations need to register with Grants.gov and provides instructions for the process. It also mentions that the process takes between three business days and three weeks. On the right side, there are two boxes: 'Get the Applicant User Guide' and 'Reach out and Get Help', both providing contact information for the Grants.gov Support Center.

MANAGE SUBSCRIPTIONS | REGISTER | LOGIN

SEARCH: Grant Opportunities Enter Keyword... GO

HOME LEARN GRANTS SEARCH GRANTS APPLICANTS GRANTORS SYSTEM-TO-SYSTEM FORMS OUTREACH SUPPORT

GRANTS.GOV > Applicants > Organization Registration

## ORGANIZATION REGISTRATION

### APPLICANT ACTIONS

- » Apply for Grants
- » Track My Application

### APPLICANT RESOURCES

- » Applicant Eligibility
- » Individual Registration
- » Organization Registration
  - » STEP 1: Obtain DUNS Number
  - » STEP 2: Register with SAM
  - » STEP 3: Username & Password
  - » STEP 4: AOR Authorization
  - » STEP 5: Track AOR Status
- » Applicant Tools & Tips
- » Workspace Overview
- » Applicant FAQs
- » Adobe Software Compatibility
- » Submitting UTF-8 Special Characters
- » Encountering Error Messages

### Registering as an Organization

Before applying for a funding opportunity, your organization needs to register with Grants.gov, and so do you as an Authorized Organization Representative (AOR). We recognize registration activities are not fun and take up your time, but these are parts of the security process the U.S. Government must use to prevent fraud and abuse of funds. Below are instructions for registering as an organization.

An **organization** is an entity that submits grant applications on behalf of the group, such as a state government, nonprofit organization, or a private business. Registering as an organization has five main steps. Below is an overview of the registration process. Click one of the steps to view more detailed instructions.

Please make sure to begin registration early, as the process takes between three business days and three weeks. If you do not complete your registration by the submission deadline, then you are unlikely to be allowed to submit an application. You should contact the agency point of contact listed on the grant opportunity to discuss that agency's policy.

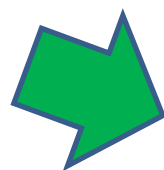
### Get the Applicant User Guide

For a comprehensive resource that covers the Grants.gov registration, search, and apply processes, please download and refer to the [Grants.gov Applicant User Guide](#).

### Reach out and Get Help

Contact the Grants.gov Support Center to get help from a Contact Center Representative  
Visit our [Support page](#)  
Email us: [support@grants.gov](mailto:support@grants.gov)

# SEARCH GRANTS.GOV



GRANTS.GOV <sup>SM</sup>  
FIND. APPLY. SUCCEED.™

MANAGE SUBSCRIPTIONS | REGISTER | LOGIN

SEARCH: Grant Opportunities ▾ Enter Keyword... **GO**

HOME | LEARN GRANTS ▾ | **SEARCH GRANTS** | APPLICANTS ▾ | GRANTORS ▾ | SYSTEM-TO-SYSTEM ▾ | FORMS ▾ | OUTREACH ▾ | SUPPORT

GRANTS.GOV > Search Grants

## SEARCH GRANTS

**BASIC SEARCH CRITERIA:**

Keyword(s):  **X**

Funding Opportunity Number:  **X**

CFDA Number:  **X**

**SEARCH**

**OPPORTUNITY STATUS:**

☒ Posted (31)

☐ Closed (22)

☐ Archived (608)

**FUNDING INSTRUMENT TYPE:**

☐ All Funding Instruments

☐ Cooperative Agreement (304)

☒ Grant (605)

☐ Other (39)

☐ Procurement Contract (34)

**ELIGIBILITY:**

☒ All Eligibilities

☐ City or township governments (19)

☐ County governments (19)

☐ For profit organizations other than small businesses (21)

☐ Independent federal districts (40)

**FUNDING INSTRUMENT: [X] Grant**

**Sort BY:** Relevance (Descending) ▾ **Update Sort**

**DATE RANGE:** All Available ▾ **Update Date Range**

**26 - 31 OF 31 MATCHING RESULTS:** « Previous 1 **2** Next »

Funding Opportunity Number	Opportunity Title	Agency	Posted Date	Close Date
<a href="#">RFA-FD-16-005</a>	National Training, Education, Extension, Outreach, and Technical Assistance Competitive Grants Program: Regional Center Grants to Enhance Food Safety	Food & Drug Administration	08/27/2015	11/03/2015
<a href="#">BAA-11-03-HPW</a>	Air Force Medical Support Agency(AFMSA/SG9) Modernization Directorate Research/Development and Innovations	Air Force -- Research Lab	07/18/2011	07/17/2016
<a href="#">CNCS-08-31-15</a>	AmeriCorps State and National Grants FY 2016	Corporation for National and Community Service	08/31/2015	01/27/2016
<a href="#">APS-OAA-14-000001</a>	2014 & 2015 GDA APS	Agency for International Development	02/20/2014	11/18/2015
<a href="#">2015-NIST-MSE-01</a>	Measurement Science and Engineering (MSE) Research Grant Programs	National Institute of Standards and Technology	06/04/2015	
<a href="#">PAR-14-237</a>	FDA Scientific Conference Grant Program (R13/U13)	Food & Drug Administration	06/10/2014	06/16/2017

« Previous 1 **2** Next »

# GRANTS.GOV

GRANTS.GOV > Search Grants

## SEARCH GRANTS

**BASIC SEARCH CRITERIA:**

Keyword(s):

Funding Opportunity Number:

CFDA Number:

**SEARCH**

**OPPORTUNITY STATUS:**

☒ Posted (164)

☐ Closed (404)

☐ Archived (6,735)

**FUNDING INSTRUMENT TYPE:**

☒ All Funding Instruments

☐ Cooperative Agreement (101)

☐ Grant (84)

☐ Other (19)

☐ Procurement Contract (12)

**ELIGIBILITY:**

☒ All Eligibilities

☐ City or township governments (25)

☐ County governments (25)

☐ For profit organizations other than small businesses (22)

☐ Independent school districts (20)

**CATEGORY:**

☒ All Categories

☐ Agriculture (7)

☐ Arts (see 'Cultural Affairs' in CFDA) (2)

☐ Business and Commerce (6)

☐ Community Development (11)

**AGENCY:**

☒ All Agencies

☐ All Agency for International Development (40)

☐ All Corporation for National and Community Service (2)

**Sort BY:** Relevance (Descending) **Update Sort**

**DATE RANGE:** All Available **Update Date Range**

**1 - 25 OF 164 MATCHING RESULTS:** « Previous 1 2 3 4 5 6 7 Next »

Funding Opportunity Number	Opportunity Title	Agency	Posted Date	Close Date
RFA-294-12-000002	School Improvement Program	West Bank Gaza UN-AID-West Bank	06/11/2012	
ECA-ECAPEC-16-009	FY 2016 The Future Leaders Exchange (FLEX) Program: Host Family and School Placement and Monitoring	Bureau Of Educational and Cultural Affairs	09/03/2015	11/04/2015
NPS-BAA-15-003	RESEARCH INITIATIVES AT THE NAVAL POSTGRADUATE SCHOOL	Naval Supply Systems Command	08/18/2015	08/31/2016
NPS-BAA-15-004	Multi-INT Research Initiatives at The Naval Postgraduate School	Naval Supply Systems Command	09/25/2015	11/30/2015
PA-13-100	School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes (R01)	National Institutes of Health	02/01/2013	05/07/2016
PA-13-099	School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes (R03)	National Institutes of Health	02/01/2013	05/07/2016
PA-13-098	School Nutrition and Physical Activity Policies, Obesogenic Behaviors, and Weight Outcomes (R21)	National Institutes of Health	02/01/2013	05/07/2016
CDC-RFA-GH13-132303CONT16	Strengthening Human Resources for Health through Public Health Training Improvements at the Muhimbili University of Health and Allied Sciences (MUHAS), School of Public Health and Social Sciences (SPHSS) in the United Republic of Tanzania under the Presid	Centers for Disease Control and Prevention	09/24/2015	11/24/2015
L15AS00230	BLM OR/WA - Secure Rural Schools and Community Self-Determination Act, 2015-2017 Projects, Oregon	Bureau of Land Management	07/24/2015	07/01/2017
CDC-RFA-GH12-124103CONT16	Strengthening of the Quality and Scope of Undergraduate and Postgraduate Medical and Public Health Training Programs at the University of Zambia, School of Medicine in the Republic of Zambia under the U.S. Presidents Emergency Plan for AIDS Relief (PEPFAR	Centers for Disease Control and Prevention	09/16/2015	10/23/2015
ED-GRANTS-072909-002	Office of Elementary & Secondary Education; Overview Information: Race to the Top Fund (ARRA) CFDA 84.395	Department of Education	09/02/2009	
RFA-521-15-000009	Retounen Lekòl (RtL): Access to Quality Education for Out-of-School Children and Youth	Haiti USAID-Port Au Prince	02/13/2015	10/29/2015
HRSA-16-064	Nursing Workforce Diversity (NWD) Program	Health Resources and Services Administration	09/16/2015	11/16/2015



# GRANTS.GOV - FURTHER INSTRUCTIONS

## SYNOPSIS DETAILS

## VERSION HISTORY

## RELATED DOCUMENTS

## APPLICATION PACKAGE

[Print Synopsis Details](#)

The synopsis for this grant opportunity is detailed below, following this paragraph. This synopsis contains all of the updates to this document that have been posted as of **9/17/2015**. If updates have been made to the opportunity synopsis, update information is provided below the synopsis.

If you would like to receive notifications of changes to the grant opportunity click [send me change notification emails](#). The only thing you need to provide for this service is your email address. No other information is requested.

*Any inconsistency between the original printed document and the disk or electronic document shall be resolved by giving precedence to the printed document.*

### General Information

<b>Document Type:</b>	Grants Notice	<b>Posted Date:</b>	Sep 17, 2015
<b>Funding Opportunity Number:</b>	FR-5900-N-25	<b>Creation Date:</b>	Sep 17, 2015
<b>Funding Opportunity Title:</b>	Continuum of Care NOFA	<b>Original Closing Date for Applications:</b>	Nov 20, 2015 The due date of final HUD approval for FY 2015 GIW changes is September 28, 20152015 by 5:00 p.m., local time of the applicant. Collaborative Applicants will be required to attach the final HUD-approved FY 2015 GIW that contains the final FY 2015 ARD to the CoC Priority Listing. HUD will not consider any changes that would increase a CoCs ARD to the FY 2015 GIW following the 10-day grace period. However, if any ineligible projects are included on the CoC's GIW, HUD will remove the ineligible projects from the GIW which will result in the CoC's ARD being reduced by the amount of the ineligible project.
<b>Opportunity Category:</b>	Discretionary		
<b>Funding Instrument Type:</b>	Grant		
<b>Category of Funding Activity:</b>	Housing		
<b>Category Explanation:</b>			
<b>Expected Number of Awards:</b>			
<b>CFDA Number(s):</b>	14.267 -- Continuum of Care Program		
<b>Cost Sharing or Matching Requirement:</b>	No		

### Additional Information

**Agency Name:** Department of Housing and Urban Development

**Description:** The CoC Program (24 CFR part 578) is designed to promote a community-wide commitment to the goal of ending homelessness; to provide funding for efforts by nonprofit providers, States, and local governments to quickly re-house homeless individuals, families, persons fleeing domestic violence, and youth while minimizing the trauma and dislocation caused by homelessness; to promote access to and effective utilization of mainstream programs by homeless; and to optimize self-sufficiency among those experiencing homelessness.

**Link to Additional Information:** [HUD Exchange](#)

**Contact Information:** If you have difficulty accessing the full announcement electronically, please contact:

Questions regarding specific program requirements should be directed to the local HUD CPD Field Office, a directory of which can be found at link below.  
[HUD Exchange](#)


), 2015 The due date of final HUD approval for 5 GIW changes is September 28, 20152015 by m., local time of the applicant. Collaborative ants will be required to attach the final HUD-red FY 2015 GIW that contains the final FY 2015 the CoC Priority Listing. HUD will not consider anges that would increase a CoCs ARD to the 5 GIW following the 10-day grace period. er, if any ineligible projects are included on the GIW, HUD will remove the ineligible projects



# LEARN ABOUT GRANTS.GOV

[APPLICANTS](#) [GRANTORS](#) [SYSTEM-TO-SYSTEM](#) [FORMS](#) [OUTREACH](#) [SUPPORT](#)

## Welcome Applicants to Grants.gov

 **ATTENTION:** Grants.gov DOES NOT offer money for personal financial assistance or debt. If you are seeking this type of assistance, please visit: [Social Security](#), [Medicaid](#) or [State Social Services](#), [Student Loans](#), or [Small Business Startup Loans](#).

### About Grants.gov

Grants.gov is your place to FIND and APPLY for federal grants. The United States Department of Health and Human Services is proud to be the managing partner for Grants.gov—an initiative that is having an unparalleled impact on the grant community.

[Learn more about Grants.gov »](#)

### Get Registered

In order to apply for a grant, you and/or your organization must complete the Grants.gov registration process. The registration process for an Organization or an Individual can take between three to five business days or as long as four weeks if all steps are not completed in a timely manner. So please register early!

[Organization Registration »](#) [Individual Registration »](#)

### Apply for Grants

Grants.gov provides an overview of the process to APPLY for federal grants. In order to apply for a grant, you and/or your organization must complete the Grants.gov registration process.

[Apply for Grant Opportunities »](#)

### Visit Resources

[Visit our Resources »](#)

### Confirm Eligibility

Confirm that you are ELIGIBLE for opportunities offered on Grants.gov. Although there are many funding opportunities on Grants.gov, few of them are available to individuals and none of them are available for personal financial assistance.

[Confirm your Grants.gov Eligibility »](#)

### Find Grants

SEARCH Grants.gov for your federal grants by keywords or more specific criteria. All discretionary grants offered by the 26 federal grant-making agencies can be found on Grants.gov. You do not have to register with Grants.gov to find grant opportunities.

[Search Grant Opportunities »](#)

### Track Your Grants

Grants.gov makes it easy to TRACK your federal grants that you have applied for. Enter the Grants.gov tracking number you received after submitting your application to track the processing status.

[Track your Grants »](#)

### Manage Subscriptions

[Sign Up Now »](#)

[NEW: Grants.gov Applicant Training Video](#) - Register, Find, and Apply. Watch an overview on how to Register with Grants.gov, Find Grant Opportunities and understand your search results, and how to apply for Grant Opportunities. If you have any additional questions please visit the [Applicant Resources](#) section of Grants.gov.

<http://www.youtube.com/watch?v=8HLFoOoVGQY&feature=youtu.be>

# KEY POINTS FROM PART ONE

- Register NOW with all federal contractor systems.
  - SAM.gov
  - grants.gov
- You can do this yourself –don't hire outside help.
  - Save in a safe place all AORs or POCs and passwords/questions.
- Watch the videos – call the help lines.
- Test your system for compatibility.
- File before due date of proposal.

Part Two

# CRITICAL ELEMENTS OF PROPOSALS

# BASIC ELEMENTS OF A PROPOSAL

- Abstract/Executive Summary
- Organizational Summary
  - Mission Statement
  - Past Capability
- Program Narrative
- Work Plan
- Evaluation Methodology
- Budgets & Fiscal Responsibility
- Attachments

# ABSTRACT/EXECUTIVE SUMMARY

Summarizes the entire proposal and includes:

- Name of agency, the title of project, the “why us” factor
- A brief – but thorough – project description
- Partnerships involved, target population, goals and objectives, total budget
- An overview of the benefits and features of our solution and the various parts that make up our proposal

# ORGANIZATIONAL SUMMARY

- Past Performance
  - Federal government has a standardized form
- Staff Qualifications
  - Leadership, its qualification, how involved in this work
  - Staff experience doing this type of work
  - Education background/Almost CV
- Experience with this community
- Experience managing this type of award

# ORGANIZATIONAL SUMMARY

## Past Performance

<b>Name of Organization Evaluated</b>	Your Organization Name	<b>Contract #</b>	
<b>Name and Address of Organization Providing Reference*</b>		<b>Date Work Began*</b> <b>Date Work Ended</b>	
<b>Name of Technical* Point of Contact</b>		<b>Contract Price*</b>	
<b>Name of Contract Point of Contact *</b>		<b>Location of Work*</b>	
<b>Description of Contract Work*</b>	Provide substantive information here. Brag, Brag, Brag!		
<b>Relevance to xxx [this] project*</b>	A place to explain how this work is similar to the work you are doing.		



# PROGRAM NARRATIVE

- Describes how the program will be implemented
  - Defines service delivery and clients
    - How clients will be recruited
    - Order of activities and tasks
  - Links suggested program to evidence-based interventions
  - Identifies who will do the work
  - Covers the duration and frequency of the program
- Clearly demonstrates how activities will yield desired outcomes

# PROGRAM NARRATIVE (CONTINUED)

- Identifies partnerships and collaborations
  - Most federal agencies now require partnerships.
  - Demonstrates membership in this community



Note: Information can often be summarized in charts.

# PROGRAM NARRATIVE

Keys to evaluate program narrative:

- Clearly describe how the program will be implemented and how the activities will lead to outcomes.
- Closely link to the budget. The program narrative should clearly identify activities covered in the budget.
- Never leave a funder asking further questions: Who will do this? How will people know? When will this take place?

# WORK PLAN

## Tasks and Timelines:

- Include all activities described in narrative and identify in which month they will be executed.
- Include evaluation points.
- Don't show every activity taking place at once.

# WORK PLAN (CONTINUED)

Tasks	Month											
	1	2	3	4	5	6	7	8	9	10	11	12
Launch Project	X											
Recruit Additional Staff												
Post announcement	X	X				X	X					
Train new recruits		X	X				X	X				
Needs Assessment												
Needs assessment	X	X	X	X					X			
Staff provide services			X	X	X	X	X	X	X	X	X	X
Modify program per needs assessment					X					X	X	X
Quarterly Reports				X			X			X		

# EVALUATION

Evaluation is a necessary component of any proposal. Evaluation steps occur before, during and after a project is implemented. Evaluative methodology describes the client's situation and the projected success or benefit provided as part of the intervention.

*Before:* Formative/Need Evaluation

*During:* Process Evaluation

*After:* Outcome/Impact Evaluation

# NEED EVALUATION: BEFORE

- Demonstrate need in your community.
- Know community statistics and how they compare with national numbers.
- Identify the need for this program in your community.
- Verify the strength of your intervention in accomplishing the goals/meeting the needs identified in the funding announcement.

# PROCESS EVALUATION: DURING

Who? How Many? What steps?

- What did your program achieve this [month/week]?
- How can we demonstrate this achievement? (i.e., what measures provide this information)

Use information while the work is going on:

- How many outreach contacts are being made each month?
- Do the churches where we teach prevention classes think that it is culturally relevant?
- Are our protocols working, and are they effective?



# | OUTCOME/IMPACT EVALUATION: AFTER

At the end of an intervention or program: Did we provide the solution?

- Did youth who attended program classes demonstrate more knowledge after the course?
- Did the program help to increase the number of people who test for HIV?

# EVALUATION TIPS

- Clear goals and objectives lead to measureable outcomes.
- If you need help with analysis, seek Technical Assistance.
- Be aware of your audience when you share results.
- You can't evaluate what you can't (or don't) measure.
- Evaluation needs to work with your program not against it.

# BUDGETS

- Detail all costs associated with your project.
- Link costs to program activities.
- Make sure total amounts do not exceed maximums:
  - Double check your math
  - Have someone else review
- Have a budget narrative – explain how you came to each number.

# FEDERAL BUDGET INFORMATION

- Staff Labor/Personnel
- Fringe
  - Benefits
  - Paid leave
  - Payroll taxes
- Consultants/Contracted
- Travel
  - Estimate trips
- Rent
- Equipment
- Supplies
- Other Direct Costs
  - Printing/Copying
  - Internet
  - Postage
- Indirect Rate / G&A

# ATTACHMENTS

- Include any and all requests that the funder has stipulated for any additional information related to your application.
- May include organization information:
  - IRS 501(c)3 letter
  - Staff policies
- MOUs with partners

# KEY POINTS FROM PART TWO

- Clearly present what you want to do.
- Chart when you can – show how you meet the criteria specifically.
- Include an evaluation methodology.
- Partner when you can/show leverage.
- Present a fair and accurate budget.
- SAVE ! SAVE! SAVE!
- READ! READ! READ!

Part Three

# KEY STRATEGIES

# EFFECTIVELY RESPONDING TO FEDERAL AWARDS

- Read all instructions CAREFULLY.
  - Every guideline is an absolute, not a suggestion.
  - Provide only what is requested.
  - Put everything in the right section.
- It will be repetitive.
- Partner when possible.



# FEDERAL SECTIONS

## Key Sections

- Scope of Work
- Instructions
- Proposal Evaluation/Review Criteria

# SCOPE OF WORK

- Describes why the federal government sees a need for this program
- Contains vital information about what needs to be accomplished – and what doesn't
- Provides an outline – perhaps for your Project Narrative
- Mimic the language of the federal announcement, but don't copy it.

# INSTRUCTIONS

Follow all instructions:

- Eligibility
- Formatting/Layout:
  - Page length
  - Minimum font size allowed
  - Line spacing and margins.
- Proposal order (may be in “Evaluation Factors”)
  - Items to be included “Narrative vs. Attachments”
- Required forms

**Follow all instructions.**

# PROPOSAL EVALUATION/REVIEW CRITERIA

- Clearly demonstrates weight of each section and often the break down of each section
- Shape your proposal to the evaluation criteria.

# WHY PARTNER?

- Demonstrates a community response to the problem
- Provides a wide array and a depth of services that is unusual in any one agency
- Allows nascent agencies to experience federal funding

# PARTNERING

- Assemble a winning team
- Determine and clarify the roles, responsibilities and expectations
- Establish a financial partnership strategy
- Review the proposal

# KEY POINTS FROM PART THREE

- Make a checklist of requirements.
  - Have someone else check your proposal against the checklist
  - Believe the restrictions
- Shape your response to the information requested.
- Make certain you are eligible to apply.
- Identify yourself on every page.
- Partner when it provides the best solution.

# WEBINAR SUMMARY



Any Questions?

# OFFICE OF MINORITY HEALTH RESOURCE CENTER

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- 1-800-444-6472
- Sign up for the FYI: Weekly Health Resources from OMHRC at [www.minorityhealth.hhs.gov](http://www.minorityhealth.hhs.gov).



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